

## **Chemistry 340**

### **Audience analysis of journals and periodicals**

1. Go to the library (or surf the net) and identify *five* journals/periodicals in your field.
2. Select three of the five and survey back issues of all three journals for one year.
3. What kinds of papers or articles tend to be solicited or accepted by these journals?
4. What do the journals have in common in terms of subject matter and writing style?
5. Write a short summary of the content of each journal over that year; the summary should consist of supported generalizations derived from your survey
6. Based on your analysis, write a description of what you believe to be the audience for these journals? Don't say simply "expert" or "general".
7. The Proceedings of the National Academy of Science, USA states in the "Information to Contributors" that "Papers should be written to be understandable to scientists in many disciplines." What would such papers share in common with papers written for a select scientific audience?